AdIQuity Ad Server API v2.2

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Revision History			
Version	Date	Author/Contributor	Comments
0.1	12/11/2010	Harish	Initial Draft
1.0	13/11/2010	Harish	Unified Site ID –pazid introduced.
1.1	18/02/2011	Harish	Added JSON as an accepted response format.
1.2	22/02/2011	Harish	Added XML as an accepted response format. Included API version as a parameter to be passed.
1.3	17/03/2011	Harish	Modified **ad_type** in the ad response to **image** and **text** from integers.
1.4	01/08/2011	Harish	1) New parameter for App requests to identify app platform. 2) New request headers to be passed with the request.
1.5	19/12/2011	Harish	New parameters: 1) Send hashed Hardware id. 2) To identify a mobile app request. 3) To indicate request origin as device. 4) To request a banner of specific dimension.
1.6	07/02/2012	Harish	1) New parameters: a) Application package name b) Application name 2) API version made mandatory. 3) Bada included in the list of platforms 4) New Error code responses sent.
1.7	09/02/2012	Harish	1) Descriptions on the type of hardware id to be sent for various platforms. 2) Added new parameter **Zip Code**.
1.8	19/04/2012	Harish	Support for **ODIN** number for mobile apps.
1.8.1	08/05/2013	Mani	Support for Profile based better targeted campaigns.
1.9	19/08/2013	Chetan	Added new parameters - **kind, strict_adunit** and **adtype** for more control on ad dimension options. New parameters **impr_pb_url** and **click_pb_url**.
2.0	01/10/2013	Dinmani Ujjwal	Support of multiple ads in JSON and XML format along with markup for each ad
2.1	10/02/2014	Vikas	1. Support for Apple's Advertising Identifier (aka **IFA** or **IDFA**) 2. Support for **mcc, mnc , ct , adcount** and **cnv_pb_url.**
2.2	06/08/2014	Vikas	Support Video Adtype

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1 Overview

This document aims to providing instructions and guidance on how to access and integrate with AdIQuity Server API from within the server side part of Mobile Device Application or Mobile Website.

2 Request API

2.1 Request Structure

The URL to be used for making requests to fetch ads is:

http://ads.adiquity.com/mapi

All request parameters are to be passed as a HTTP POST request.

2.2 Request Headers

Header Name	Header Value	Mandatory	Description	Examples
X-ADQ-pazid	Unique Site ID	Yes	Unique Site ID, provided by AdIQuity.	adqkhhh2-14ej4lj1-d7d7t
Content-Type	application/x-www-form-urlencoded	Yes	The mime type of the body of the request	application/x- www-form-urlencoded

2.3 Request Parameters

Parameter	Name	Mandatory	Format	Description	Examples
pazid	Unique Site ID	Yes	Valid Site ID	Unique Site ID provided by AdIQuity	adqkhhh2-14ej4lj1-d7d7t
ua	User Agent	Yes	Valid URL-encoded String	The browser's user agent of the device making the request	BlackBerry8100%2F4.2.0+ Profile%2FMIDP-2.0+Configuration%2FCLDC-1.1+VendorID%2F100
impr_pb_url	Impression pingback url	No	A valid HTTP URL	AdIQuity will notify this URL as and when impression happens.	http://ping.ads.com/type=impr
click_pb_url	Click pingback url	No	A valid HTTP URL	AdIQuity will notify this URL as and when click happens.	http://ping.ads.com/type=click

Parameter	Name	Mandatory	Format	Description	Examples
ip	IP Address	Yes (Unless devipis set true)	Valid IP address	The ip address of the carrier gateway over which the device is connecting	122.166.7.84
adq_site_cookie	Your Mobile Site Cookie	Highly Recommended	Valid String	Mobile site user cookie set by you and passed to this api parameter. **Highly recommended for better monetization.** Refer http://AdIQuity.com/wiki/index.php?title=Setting_Cookies to know more about this feature and how to set this cookie on your site.	123abced5677ijkl
devip	Device Request Flag	No	Boolean	Flag to indicate that the IP of the request header to be used instead of the **"ip"** Parameter.(Typically used when the API is implemented on the device instead of a server) Default: false.	true
app	App Request Flag	Yes (For Mobile Apps)	Boolean	Flag to indicate a mobile app request. It is suggested to provide this value. When the **kind** parameter is unavailable then the value of the **app** parameter will be considered. If the **kind** and **app** parameters are unavailable, then the request will be considered as a wap request.	true
hwid	Hardware ID (Unhashed)	Yes (For Mobile Apps)	Valid String	Unhashed unique id which identifies the device the user is using . For iOS – UDID , Android -AndroidID , Windows -DeviceUniqueId Others – IMEI /MEID / ESN	002ebf12-a125-5ddf-a739-67c3c5d20177
hwid:md5	Hardware ID – Hashed using MD5	Yes (For Mobile Apps, if unhashed hwid is unavailable)	Valid String	Hashed (MD5) unique id which identifies the device the user is using. For iOS – UDID , Android - AndroidID , Windows - DeviceUniqueId Others – IMEI /MEID / ESN	a774da6b8a024a8c54049b77285a78b0
hwid:sha1	Hardware ID – Hashed using	Yes (For Mobile Apps, if unhashed	Valid String	Hashed (SHA1) unique id which Identifies the device the user is using. For iOS – UDID , Android -AndroidID , Windows -DeviceUniqueId	102280f46b85522245fd8293eb810c2629c

	SHA1	hwid is unavailable)		Others – IMEI /MEID / ESN	379bb

Parameter	Name	Mandatory	Format	Description	Examples
odin	Hardware ID – as per ODIN1 specification [Refer Appendix B]	Yes (For Mobile Apps)	Valid String	Hashed (SHA1) unique id which identifies the device the user is using.For iOS – 802.11 MAC Address ,Android - AndroidID , Windows - DeviceUniqueId	82a53f1222f8 781a5063a773 231d4a7ee41b dd6f
plat	Platform	Yes (For Mobile Apps)	One of the following depending on the platform: 1) ios 2) blackberry 3) android 4) j2me 5) symbian 6) palm 7) windows 8) bada 9) others	Identifies the type of platform the app is installed on.	j2me
app_pkg	Application Package Name / Bundle ID	Yes (For Mobile Apps)	Valid URL-encoded String	Unique id that identifies your application on any application store	com.AdIQuity.example
app_name	Application Name	No, but recommended (For Mobile Apps)	Valid URL-encoded String	The name of the application as its shown on any application store	Angry Birds
hh_{.*} (multiple parameters)	HTTP headers	Yes	Valid URL-encoded String	HTTP headers sent by the requesting device. The original name should be prefixed with hh_.	hh_HTTP_X_FORWARDED_FOR=122.166.7.84 hh_HTTP_X_OPERAMINI_PHONE_UA=BlackBerry8100%2F4.2.0+Profile%2F

					MIDP-2.0+Configuration%2FCLDC-1.1+VendorID%2F100

Parameter	Name	Mandatory	Format	Description	Examples
pg	Page URL	No, but recommended	Valid URL-encoded String	Url of the page where the ad was requested	http%3A%2F%2Fm.guruji. com
api	API Version	Yes	Valid URL-encoded String	Current AdIQuity API version	1.7
adunit	Adunit dimensions	No It is mandatory to send **adunit** parameter if the **strict_adunit** is set to '1'. Otherwise, **strict_adunit** will behave as '0'.	Valid String among: 728x90, 468x60, 300x250, 320x480, 320x50, 320x48, 300x50, 300x75, 216x36, 216x54, 168x28, 168x42, 120x20, 120x30, 120x600	Dimension of a specific size for a Banners to be retrieved.	300x50
strict_adunit	Strict Dimension	No	0/1	**1 -** The **adunit** parameter given will be strictly honored/served. (Please note that this could reduce your fill rates). In this case **adunit** parameter is mandatory. **0 -** The system will attempt to serve the adunit given in **adunit** parameter. In the case	0

				of unavailability of the mentioned ad unit, ads of any dimension will be served. Default value = 0	

Parameter	Name	Mandatory	Format	Description	Examples
adtype	Ad Type	No	**tx -** for text ad **im –** for image/banner ads **o1 -** for Richmedia ads of ORMMA1 type **o2 -** for Richmedia ads of ORMMA2 type **m1 -** for Richmedia ads of MRAID1 type **m2 -** for Richmedia ads of MRAID2 type **vdo -** for vast/video ads	The formats of ads to be returned. Comma separated values can be sent. Single values is also acceptable Default Value: Any type of ad can be served	**Im** or **tx,im,o1,o2,m1,m2**
kind	Interstitial ads	No	app/app_int/wap/wap_int	**app -** for app request and not Interstitial ad **app_int -** for app request and Interstitial ad **wap -** for wap Site request and not Interstitial ad **wap_int** - for wap Site request and Interstitial ad **Only one value should be sent.** This parameter will override the	App kind parameter is not applicable for video ads

				value of **app** parameter defined previously. If this parameter is unavailable, then the **app** parameter will be considered. If the **kind** and **app** parameters are unavailable, then the request will be considered as a wap request. A feature exists in the Adiquity user-interface to set **kind** parameter and the UI has a higher priority.	

Parameter	Name	Mandatory	Format	Description	Examples
adqc_{.*} (multiple parameters)	AdIQuity Cookies	No, but recommended	Valid URL-encoded String	Cookies that should be set/received on/from the user's device.	adqc_admobu=abcedfg123456 adqc_acookie=2342ssadfs
fmt	Response Format	No	html/json/xml/vxml	Default: html vxml format for VAST XML	html
test	Test Mode	No	true/false	To get dummy ads. Default: false	True
idfa	Advertising Identifier (Unhashed)	No, but recommended for IOS devices.	Valid String	The Unhashed Apple's Advertising Identifier on IOS6+ devices (aka IFA or IDFA). The string representation of the NSUUID, including hyphens. Read More https://developer.apple.com/library/ios/documentation/Foundation/Reference/NSUUID_Class/Reference/Reference.html#//apple_ref/occ/clm/NSUUID/UUID	3D1E2DFA89-496A-47FD-9941-DF1FC4E6484A
idfa:md5	Advertising Identifier (Hashed using MD5)	No, but recommended for IOS devices.	Valid String	The Hashed (MD5) Apple's Advertising Identifier on IOS6+ devices (aka IFA or IDFA). - The Hashed (MD5) string representation of the NSUUID. Read More: https://developer.apple.com/library/	fb51f233d1b4520b09b4811595dbab44

Parameter	Name	Mandatory	Format	Description	Examples
				ios/documentation/Foundation/Reference/NSUUID_Class/Reference/Reference.html#//apple_ref/occ/clm/NSUUID/UUID	
idfa:sha1	Advertising Identifier (Hashed using SHA1)	No, but recommended for IOS devices.	Valid String	The Hashed (SHA1) Apple's Advertising Identifier on IOS6+ devices (aka IFA or IDFA). - The Hashed (SHA1) string representation of the NSUUID. Read More : https://developer.apple.com/library/ios/documentation/Foundation/Reference/NSUUID_Class/Reference/Reference.html#//apple_ref/occ/clm/NSUUID/UUID	d0b7d4561cdf68f6ad72db0a9692e7bfad715ac6
mcc	Mobile Country Code	No, but recommended (For Blackberry requests)	Valid String	A mobile country code (MCC) is used in combination with a mobile network code (MNC) to uniquely identify a mobile phone operator/carrier. Please refer http://en.wikipedia.org/wiki/Mobile_country_code	404

Parameter	Name	Mandatory	Format	Description	Examples
mnc	Mobile Network Code	No, but recommended (For Blackberry requests)	Valid String	A mobile network code (MNC) is used in combination with a mobile country code (MCC) to uniquely identify a mobile phone operator/carrier. Please refer http://en.wikipedia.org/wiki/Mobile_country_code	04
ct	Connection Type	No, but recommended	Valid String	**0** Unknown **1** Ethernet **2** Wifi **3** Cellular data – Unknown Generation **4** Cellular data – 2G **5** Cellular data – 3G **6** Cellular data – 4G	1
cnv_pb_url	Conversion ping back URL	No	Valid URL-encoded String	Publisher will get ping back on the mentioned URL after successfully installation /download the App. It will work for CPI,CPA and CPD campaigns.	http://www.ads.adiquity.com/ping
adcount	Number of ads	No	Number	Total number of ads in request. applicable only for multi ad request.	2
subsiteid	Subsite Id	No	Valid String	Subsite ID of the Publisher.	1a2b3cf45nh
gaid	Gaid	No	Valid String	Google Ad ID (Newer version) from Play Store	13566332
User's Profile					
dob	Date of Birth	No	YYYYMMDD	Date of Birth of	19850524

Parameter	Name	Mandatory	Format	Description	Examples
				the requesting user	
age	Age	No	Single natural number (1- 100) or range(1-100 to 1-100)	Age of the requesting user	26 25-30
gender	Gender	No	f/m	Gender of the requesting user	M
loc	Geo location of the user	No	URL encoded Lat and Long in Decimal degrees , separated by a Comma	GPS Coordinates of the user (Latitude and Longitude)	34.131623%2C17.414113
zip	Zip code/Pin Code	No	Valid URL-encoded String	The Zip or Pin code, the user is located in	30385
city	City	No	Valid URL-encoded String	The City, user is located in.	Bangalore
state	State/Region	No	Valid URL-encoded String	The State/Region, user is located in.	Ohio
tags	Keywords	No	Valid URL-encoded comma separated Strings	Will be used to return a contextually matching Ad	Sports, Business, Technology

2.4 Sample Request (Post Data)

ip=68.171.236.11&app=true&HTTP_X_FORWARDED_FOR=68.171.236.113&app_pkg=com.risto.photoframe&fmt=json&adunit=320x50&strict_adunit=1&adtype=tx,im&kind=app_int&test=false&app_name=PicStory&hwid=268a89b5&plat=blackberry&hwid:md5=6ec855e9afc3dfaac6e5ffdc333653bc&HTTP_X_OPERAMINI_PHONE_UA=BlackBerry8520%2F5.0.0.1093+Profile%2FMIDP2.1+Configuration%2FCLD1.1+VendorID%2F613&hwid:sha1=1524d4752a8bb1df67ff3a8cdb0d79ad588eb1d4&ua=BlackBerry8520%2F5.0.0.1093+Profile%2FMIDP-2.1+Configuration%2FCLDC-1.1+VendorID%2F613&api=1.8&impr_pb_url=http://ping.ads.com/type=impr&click_pb_url=http://ping.ads.com/type=click&idfa=3D1E2DFA89-496A-47FD-9941-DF1FC4E6484A

2.5 Ad Response

Ad Response format depends on the value passed for the Request Parameter (**fmt**) describe above. The following formats are currently supported:

1) HTML
2) JSON
3) XML

2.5.1 Response Format – HTML

A sample response in HTML format can be seen as below.

2.5.1.1 Error Response

No HTML tag or error response is sent in the case of a no ad.

2.5.1.2 Valid Response

HTML tag is sent in the case of a valid ad response.

Example: Image response

```
<a href="http://us-clk.adiquity.com/ads.adiquity.com/click?bi=511295&amp;ac=15397992&amp;t=aHR0cDovL2Mudy5pbm1AuMC9kaXIvZUF-fi82LzYzNGQzMzEx&amp;ri=YnRGTGAAXHUYY0NJDGNwfQkIZXIIRnwLcUUeAGZZI&amp;ei=66620&amp;rp=143__9102__41__in__5626__9__6620__null"> <img src="http://ads.adiquity.com/c.as/t/0/api/2.0.0/dir/eA~~/6/c3965269?m=18"/><\a><img src="http://my.com/exch.pixel.php?h=7804aae00990c"/><img src="http://us-ast.adiquity.com/txt/YnRGTGAAXHUYhtReFNBAXx_JzV_D1ZOaFI/a/7219_55?ext_user_id=666420" alt="" />
```

Example: Text response

```
<a href="http://us-clk.adiquity.com/ads.adiquity.com/click?bi=511295&amp;ac=15397992&amp;t=aHR0cDovL2Mudy5pbm1AuMC9kaXIvZUF-fi82LzYzNGQzMzEx&amp;ri=YnRGTGAAXHUYY0NJDGNwfQkIZXIIRnwLcUUeAGZZI&amp;ei=66620&amp;rp=143__9102__41__in__5626__9__6620__null"> ADIQUITY Text ad <\a><img src="http://my.com/exch.pixel.php?h=7804aae00990c"/><img src="http://us-ast.adiquity.com/txt/YnRGTGAAXHUYhtReFNBAXx_JzV_D1ZOaFI/a/7219_55?ext_user_id=666420" alt="" />
```

2.5.2 Response Format – JSON

A sample response in JSON format can be seen as below.

2.5.2.1 Error Response

When the server encounters an error it responds with an appropriate error response.

Below the explanation for the parameters as received in a JSON response object in case of error.

- **error** – Error object comprising the information about the error
- **code –** Unique error code denoting the type of error.

Please refer Appendix A for the list of error codes and their corresponding descriptions. Example:

```
{
    error: {
        code: "100"
    }
}
```

2.5.2.2 Valid Response

Find below the explanation for each of the parameters as received in a JSON response object in case of success. All parameters if presents (including optional) should be process.

- **ads –** array of ads in response each entry in array will have below fields
    1. **ad_type**- Possible values "**image**" or "**text**" or "**rm**". "**image**" corresponds to "**Banner Ads**" and "**text**"corresponds to "**Text ads**" and "**rm**" for other types like rich media.

2. **ad_text**-***(optional for banner ads)***Advertising text
3. **img_url**-***(available only when ad_type is "image")***URL where the banner has to be fetched from.
4. **cli_url**- Destination URL where the user has to be redirected when the ad is clicked
5. **beacons**- Array of tracking URLs that have to be requested when the ad is displayed.
6. **resp_html ::** complete html markup of ad
7. **cookies** -***(optional)*** Array of JSON objects
   - **c_name**- Name of the cookie that has to be set on the device.
   - **c_value**- Value of the cookie that has to be set on the device.

Example: Image response

```
{
        ads: [
          {
                ad_type: “image”,
                ad_text:  “click here to search for more songs!”,
                resp_html:  “<a
href=\"http://72.20.109.46/ads.AdIQuity.com/click?bi=10&amp;ac=1536&amp;t=aHR0cDovL2FkaXF1aXR5LmNvbQ&amp;reqid
=YntARWMIWX8YZUNJC2R6dAMKZHUMSnUceUYAC2VSexlfe1BDRSE2Jnx9&amp;n=1\"> <img
src=\"http://72.20.109.46/img/FBY1RRB0LHZ4aktIDWR0fwkMY.gif\" alt=\"\"/></a><img
src=\"http://ast.AdIQuity.com/FBY1831RR023LHZ4aktIDW/n1/4642_10\"/>”,
                img_url: ”http://72.20.109.46/img/FBY1RRB0LHZ4aktIDWR0fwkMY.gif”,
                cli_url: ”http://72.20.109.46/ads.AdIQuity.com/click?bi=10&ac=1536” ,
                beacons: [
                                http://ast.AdIQuity.com/FBY1831RR023LHZ4aktIDW/n1/4642_1
                        ],
                cookies: [
                                {
                                        c_name: “adqc_admobuu”,
                                        c_value: “abcdef1234”
                                },
                                {
                                        c_name: “adqc_cookie”,
                                        c_value: “243432dfs”
                                },
                        ]
            }
                ]
}
```

Example: Text response

```
{
        ads:  [
          {
                ad_type: “text”,
                ad_text:  “click here to search for more songs!”,
resp_html:  “<a
href=\"http://72.20.109.46/ads.AdIQuity.com/click?bi=10&amp;ac=1536&amp;t=aHR0cDovL2FkaXF1aXR5LmNvbQ&amp;reqid
=YntARWMIWX8YZUNJC2R6dAMKZHUMSnUceUYAC2VSexlfe1BDRSE2Jnx9&amp;n=1\">click here to search for more songs!
```

```
</a><img src=\"http://ast.AdIQuity.com/FBY1831RR023LHZ4aktIDW/n1/4642_10\"/>",
                    cli_url: "http://72.20.109.46/ads.AdIQuity.com/click?bi=10&ac=1536" ,
                    beacons:   [
                                        http://ast.AdIQuity.com/FBY1831RR023LHZ4aktIDW/n1/4642_10
                    ],
                    cookies: [
                              {
                                        c_name: "adqc_admobuu",
                                        c_value: "abcdef1234"
                              },
                              {
                                        c_name: "adqc_cookie",
                                        c_value: "243432dfs"
                              },
                    ]
               }
          ]
     }
```

Note: For Interstitial ad and for rich media ad **ad_type:"rm"** will come in response object.

2.5.3 Response Format - XML

A sample response in XML format can be seen as below.

2.5.3.1 Error Response

When the server encounters an error it responds with an appropriate error response.
Below the explanation for the tag as received in a XML response object in case of error.

- **error –** Error tag comprising the information about the error.
- **code –** Unique error code denoting the type of error.

Please refer Appendix A for the list of error codes and their corresponding descriptions.

```
▼<adq_resp>
  ▼<error>
     <code>100</code>
   </error>
 </adq_resp>
```

2.5.3.2 Valid Response

Find below the explanation for each of the tags and attributes as received in a XML response object. All parameters if presents (including optional) should be process.

- **adq_resp-** root tag having api version information under "version" parameter.
- **ads** – parent tag of all ads i.e all ads will be put inside this tag. It has 3 parameters "count,w,h"... (count = number of ads w= width of ads and h = height of ads)

- **ad** – tag to indicate beginning of an ad having below chield tags containing ad detail.
  1. **ad_type**- Possible values "image" or "text" or “rm”. "image" corresponds to "Banner Ads" and "text"corresponds to "Text ads" and "rm" for other types like rich media
  2. **resp_html** - complete html markup of ad
  3. **ad_text**-(optional for banner ads)Advertising text
  4. **img_url**-(available only when ad_type is "image")URL where the banner has to be fetched from.
  5. **cli_url**- Destination URL where the user has to be redirected when the ad is clicked
  6. **beacons** -flanks a set of <beacon> elements
     beacon - URLs that have to be requested when the ad is displayed
  7. **cookies** -(optional)flanks a set of <cookie> elements
     cookie – Specifies the name of the cookie and its corresponding value with attributes
     1. **c_name**– Attribute -Name of the cookie that has to be set on the device.
     2. **c_value**– Attribute - Value of the cookie that has to be set on the device.

Example: Image response

```
<?xml version="1.0" encoding="UTF-8"?>
<adq_resp version="2.0">
  <ads count="2" w="300" h="50">
    <ad>
      <ad_type>image</ad_type>
      <img_url><![CDATA[http://72.20.109.46/img/FBY1RRBoLHZ4aktIDWR0fwkMY.gif]]></img_url>
      <cli_url><![CDATA[http://72.20.109.46/ads.AdIQuity.com/click?bi=10&amp;ac=1536]]></cli_url>
      <resp_html><![CDATA[<a
href="http://72.20.109.46/ads.AdIQuity.com/click?bi=10&amp;ac=1536&amp;t=aHR0cDovL2FkaXF1aXR5LmNvbQ&amp;reqid=
YntARWMIWX8YZUNJC2R6dAMKZHUMSnUceUYAC2VSexlfe1BDRSE2Jnx9&amp;n=1"> <img
src="http://72.20.109.46/img/FBY1RRB0LHZ4aktIDWR0fwkMY.gif"/></a><img
src="http://ast.AdIQuity.com/FBY1831RR023LHZ4aktIDW/n1/4642_10"/>]]></resp_html>
      <beacons>
        <beacons><![CDATA[http://ast.AdIQuity.com/FBY1831RRB023LHZ4aktIDW/n1/4642_10]]></beacons>
      </beacons>
      <cookies>
        <cookies cname="adqc_admobuu" c_value="abcdef1234" />
        <cookies cname="adqc_cookie" c_value="243432" />
      </cookies>
    </ad>
    <ad>
      <ad_type>text</ad_type>
      <ad_text><![CDATA[click here to search for more songs!]]></ad_text>
      <img_url><![CDATA[http://72.20.109.46/img/FBY1RRBoLHZ4aktIDWR0fwkMY]]></img_url>
      <cli_url><![CDATA[http://72.20.109.46/ads.AdIQuity.com/click?bi=10&amp;ac=1536]]></cli_url>
      <resp_html><![CDATA[<a
href="http://72.20.109.46/ads.AdIQuity.com/click?bi=10&amp;ac=1536&amp;t=aHR0cDovL2FkaXF1aXR5LmNvbQ&amp;reqid=
YntARWMIWX8YZUNJC2R6dAMKZHUMSnUceUYAC2VSexlfe1BDRSE2Jnx9&amp;n=1"> click here to search for more songs!
</a><img src="http://ast.AdIQuity.com/FBY1831RR023LHZ4aktIDW/n1/4642_10"/>]]></resp_html>
      <beacons>
        <beacon><![CDATA[http://ast.AdIQuity.com/FBY1831RRB023LHZ4aktIDW/n1/4642_10]]></beacon>
      </beacons>
      <cookies>
        <cookie cname="adqc_admobuu" c_value="abcdef1234" />
        <cookie cname="adqc_cookie" c_value="243432" />
      </cookies>
    </ad>
```

```
  </ads>
</adq_resp>
```

Note: For Interstitial ad and for rich media ad **ad_type:"rm"** will come in response.

Important points regarding multiple ad request:

1. Only JSON and XML response formats are supported for multiple ads.
2. If we have less number of ads for a request then we replicate few ads and send in response.
3. If adcount parameter does not contain +ve integer value then we discard the request.
4. Currently we are providing maximum of 10 ads if request comes for multiple ads.

3 Appendix A

Error Code	Description
100	No ads available.
111	Mandatory parameter **pazid** is missing or empty
112	Mandatory parameter **ua** is missing or empty
113	Mandatory parameter **ip** is missing or empty
114	Mandatory parameter **hwid/odin** is missing or empty
115	Mandatory parameter **plat** is missing or empty
116	Mandatory HTTP Header **X-ADQ-pazid** is missing or empty
117	Mandatory parameter **api** is missing or empty
118	Mandatory parameter **app_pkg** is missing or empty
131	Invalid value for **pazid**
133	Invalid value for **ip**
134	Invalid value for **ua**
135	Invalid value for **adunit**
150	Account has been suspended

4 Appendix B

In the wake of Apple's decision to deprecate **UDID**, **ODIN** seems to be a more widely accepted solution apart from replacements like **OpenUDID, SecureUDID** and other proprietary solutions.

For iOS mobile apps, since the acceptance of **ODIN** and the deprecated **UDID** is still fragmented among advertisers and adnetworks, we strongly recommend publishers to send us both the **hwid** and **odin** parameters to ensure better fill rates and eCPMs.

Platform	iOS	Android	Windows Phone
Identifier Seed	802.11 MAC Address	ANDROID_ID	DeviceUniqueId

Ensure that the final data that is sent is SHA1 hashed resulting in a 40 byte string in lowercase.

Please refer ODIN1's spec page for more information:
http://code.google.com/p/odinmobile/wiki/ODIN1